

DOCUMENT RESUME

ED 169 849

HE 011 224

AUTHOR Solomon, Donald H.
TITLE University Student Center Survey 1976-77, Spring, 1977.
INSTITUTION North Carolina State Univ., Raleigh. Div. of Student Affairs.
PUB DATE Mar 77
NOTE 48p.; Not available in paper copy due to marginal legibility of original document
EDRS PRICE MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS *College Students; *Cultural Activities; Facility Utilization Research; *Food Service; Higher Education; Institutional Research; Research Projects; School Activities; *School Surveys; *State Universities; *Student Opinion; *Student Unions
IDENTIFIERS *North Carolina State University

ABSTRACT

A survey was conducted in 1977 at North Carolina State University to determine students' opinions about activities of the Student Center, which include a complete food service and a variety of cultural activities such as classical music programs, rock concerts, theater, lectures, and films. The first survey was primarily related to food services and the second survey concerned student center programs. Survey results are presented by sex, class, and place of residence. The questionnaires are appended. (SW)

* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *

17E011224

ED-169849

UNIVERSITY STUDENT CENTER SURVEY 1976-77

Spring, 1977

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC) AND
USERS OF THE ERIC SYSTEM:
"PERMISSION TO REPRODUCE THIS
MATERIAL HAS BEEN GRANTED BY
Donald H. Solomon

Donald H. Solomon
Student Affairs Research
Division of Student Affairs
North Carolina State University

March, 1977

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION
THIS DOCUMENT HAS BEEN REPRO-
DUCED EXACTLY AS RECEIVED FROM
THE PERSON OR ORGANIZATION ORIGIN-
ATING IT. POINTS OF VIEW OR OPINIONS
STATED DO NOT NECESSARILY REPRESENT
OFFICIAL NATIONAL INSTITUTE OF
EDUCATION POSITION OR POLICY

INTRODUCTION

University Student Center Evaluation

The North Carolina State University Student Center offers many activities and services, including a complete food service program and a variety of cultural activities such as classical music programs, rock concerts, theatre, lectures, and films. At spring registration 1977, the Student Affairs Research Office conducted a survey to determine students' opinions about all aspects of the Center's activities including a staff evaluation.

Two survey instruments were used for this study. On the first survey (appendix 1), primarily related to food services, sixty percent responded out of 460 students sampled. The second survey (appendix 2), on student center programs, sampled 294 students and fifty-five percent returned completed surveys. Throughout most of the report, survey results are shown by sex, class and place of residence.

SUMMARY

I. University Food Service

In the five years since the last food service evaluation, services have expanded and changed so dramatically that it is quite difficult, and perhaps unfair, to make comparisons between the results of the 1972 and 1977 surveys. A number of alternative dining programs have been added, including the Walnut Room and the Deli, while Harris Cafeteria, a principle eating place in 1972, no longer exists.

1. Snack Bars (Annex and Student Center). The snack bars are clearly the most frequently used of all food services. Approximately 85 percent of the student body have used the snack bars. The Student Center's Snack Bar is slightly more popular than the Annex, with 68 percent of the users giving the area a "good" rating. Male students rated these areas lower than females, and residence hall students rated them lower than students living in other places. SEE TABLE 1

2. Deli. The Deli is a very popular service. Approximately 60 percent of the students surveyed have eaten there, and it followed the snack bars and Ice Cream Bar in usage. The Deli stands out as the most popular and most frequently used service for "serious" eating. It was rated as "good" by 68 percent of all users, with the men being somewhat less pleased than women. SEE TABLE 1

3. Ice Cream Bar. Ice cream is a crowd pleaser and the Ice Cream Bar clearly gets the job done. Over 80 percent of the students rate the Ice Cream Bar highly, and it is second to the snack bars in usage. For all groups analysed the Ice Cream Bar was a favorite. SEE TABLE 1

4. Walnut Room. The Walnut Room offers the most serious dining on campus. It is the place to go for a "meal", and while 58 percent of the students have not used this facility (which raises questions about student budgets and eating habits) the Walnut Room received a very positive review, with 71 percent of the users rating the facility high and only 5 percent rating it poor. Interestingly, students living at home with their parents or spouse patronize the Walnut Room almost as much as other students. Residence hall students eat here more often than any other residence group, and were slightly more critical of the food. In contrast to the snack bar evaluations, where men were more critical, 75 percent of the male users rated the Walnut Room good, while only 56 percent of the women gave a good rating. Freshmen rated the Walnut Room somewhat higher than upperclassmen. The lower rating by upperclassmen and residence hall students, the largest users, suggests that any eating place is likely to lose some popularity with continued use, and perhaps some additional ideas need to be developed to add novelty for frequent customers. SEE TABLE 1

5. Buffeteria. The Buffeteria is a "full meal—all you can get on your plate at one helping" dining selection. Somewhat less than half the students surveyed have eaten at the Buffeteria. This food service alternative is somewhat less popular than most of the other services. Of those who have eaten there, a little more than half rated it good, while 31 percent rated it fair and 12 percent rated it poor. The Buffeteria is not "elegant" dining and is more appropriately viewed as a good bargain. SEE TABLE 1

6. Vending Area. The vending area, surprisingly, was rated somewhat lower than the other services. Of the 54 percent who used this area, 48 percent rated it good, 45 percent rated it fair, and 7 percent rated it poor. Clearly, the students are not disappointed but apparently would like to see some changes or additions in the vending area. SEE TABLE 1

II. Cultural Programs

1. Friends of the College. Three performing groups appeared in the fall semester prior to this survey. The most popular group, the N. C. Folk Festival, attracted 9 percent of those surveyed, while the Orchestre de Paris attracted 5 percent. Within the categories analysed, there was clearly an increase in interest in Friends of the College programs as students matriculated. Women showed a greater interest than men in Friends of the College performances, a characteristic not true for other Center activities. SEE TABLE 2.

2. Lectures. Well-known personalities—Ralph Nader, Julian Bond and William Kuntsler—spoke during the fall semester. Ralph Nader was the most popular, attracting 18 percent of those polled. Bond was heard by 4 percent and Kuntsler 3 percent. More men than women attended the lectures. SEE TABLE 2.

3. Pop/Rock Concerts. Concerts given by Leon Russell, Jimmy Buffett, Doc Watson, and John Prine were the most popular student programs. Freshman interest in the concerts was somewhat less than the other classes. Some minor differences seemed to be related to the particular performer. For example, students living off-campus with their parents were underrepresented for the Leon Russell and Jimmy Buffett Concerts, but had a larger turnout (15%) for the Doc Watson Concert. Similarly, members of the Junior class attended the Russell and Buffett Concert in about equal proportion to other classes, but their attendance at the Watson or Prine Concert was somewhat less than other classes. SEE TABLE 2.

4. Jazz Concerts. Tim Weisberg was clearly the favorite performer, attracting 11 percent of those polled, while the three other performers drew 4-5 percent. Larger proportions of off-campus than on-campus students attended the jazz series. Freshmen attendance was quite low, while seniors had the highest attendance for three of the four concerts. Perhaps jazz is not as popular with younger people, and interest develops as one is exposed to it. SEE TABLE 2.

5. Musical Series. The musical series attracted about 3 percent of those polled except for Don't Bother Me, I Can't Cope, which was attended by 5 percent of the students. Those in the off-campus-other group found this series more popular than other residence groups. SEE TABLE 2.

6. Theatre Series. The theatre series, like the musicals, attracted about 3 percent of those polled. Men found this series more popular than women, and like the musical series, off-campus-other attended in greater numbers than any other residence group. SEE TABLE 2.

7. Dance. The dance performances attracted only 1 percent of those surveyed.
SEE TABLE 2.

8. Chamber Music. The numbers in attendance for the chamber music program were quite small; and therefore, it is difficult to draw any significant conclusions. SEE TABLE 2.

9. Films (Week-end and Sight and Sound Series). The weekend film series had a large student attendance, with more than half the students surveyed having attended at least one film. Attendance of freshmen and sophomore students was greater than that of juniors and seniors, and residence hall students attended in larger proportions than their off-campus counterparts. The Sight and Sound series had a much smaller turnout than the weekend films, with approximately 13 percent of those surveyed having attended. This can probably be attributed to the differing schedules; the Sight and Sound programs being shown during the week. The attendance of residence hall students for the Sight and Sound programs was substantially smaller than their attendance for weekend films, 74 percent compared to 12 percent. Students were inclined to attend the weekend series on a regular basis, while attendance for Sight and Sound was more often selective and a one-time thing. SEE TABLE 2.

10. Art Exhibitions. The art exhibitions in the Center's galleries were viewed by about one-third of those surveyed. Of those who attended the exhibitions, many attended for a second or third time. SEE TABLE 2.

11. Thompson Theatre Production. Thirteen percent of the students indicated that they had attended a production at Thompson Theatre. Male students attended somewhat less than females (11% vs. 17%), and freshmen attended in much smaller proportions than upperclassmen. Only 8 percent of the residence hall students indicated that they went to a Thompson Theatre program, which was less than the percentage of off-campus students who attended. SEE TABLE 2.

12. Music Department Concerts. The proportion of women who attended music department concerts was nearly three times greater than that for men. Unlike Thompson Theatre productions, freshmen representation was about equal to the other classes for concerts. Where residence halls were underrepresented at Thompson Theatre, they far exceeded the percentages of other residence groups for music department concerts. SEE TABLE 2.

III. Other Services

The University Student Center conducts several other programs, and provides a variety of auxiliary services that are evaluated in this section of the report.

The areas evaluated and the percent of student use are:

<u>Area Evaluated</u>	<u>Total</u>	<u>Male</u>	<u>Female</u>
Games Room	61%	70%	49%
Reading Lounge	40	44	30
Information Center	76	81	61
Meeting Rooms	32	37	19
TV Area & Newsstand	61	66	47
Craft Center	17	19	11
Activities Calendar	76	77	74
Center Monthly Calendar	64	67	55
Film Institute Newsletter	32	35	23

In all the areas evaluated there were not any clear patterns that emerged in the class or residence categories, with all classes and all residence groups being very much the same. However, greater percentages of men than women used the services.

1. Games Room. The games area was used by 61 percent of those surveyed, and 96 percent of the users rated the games room good or fair. SEE TABLE 3.

2. Reading Lounge. The reading lounge was used by 40 percent of those surveyed and 96 percent rated it good or fair. SEE TABLE 3.

3. Information Center. The Information Center was used by 76 percent of the students, and 84 percent rated it good and 15 percent fair. SEE TABLE 3.

4. Meeting Rooms. The meeting rooms were used by 32 percent of those surveyed with 99 percent rating them good or fair. SEE TABLE 3.

5. TV Area & Newsstand. This area was used by 61 percent of those surveyed and 97 percent rated it good or fair. SEE TABLE 3.

6. Craft Center. Only 17 percent of those surveyed used the facilities of the Craft Center, with two-thirds of the users rating it good and 28 percent fair. SEE TABLE 3.

7. Green Sheet and Student Center Calendar. Both calendars were rated quite high by the students, with close to 100 percent finding these items to be good or fair. The Green Sheet was used by three-fourths of the students and the Calendar by two-thirds of the students. SEE TABLE 3.

8. Film Institute Newsletter. This newsletter was used by fewer students than the Green Sheet or Student Center Calendar. Approximately 30 percent of the students use it, but it was rated highly (79% good and 19% fair). SEE TABLE 3.

9. Employee Ratings. Student Center employees were found to be helpful and courteous by approximately three-fourths of the students. Women were slightly more satisfied with employee service than men. SEE TABLE 3.

10. Sources of Information. The Technician was clearly the most utilized source for obtaining information about Student Center activities, with more than half of the students indicating it as their first choice. The Green Sheet was listed first by 16 percent and 12 percent listed word-of-mouth as their principle source of information. Off-campus students relied on the Technician for information more than on-campus residents. Freshmen used the Technician less than upperclassmen, relying more on other sources—posters, word-of-mouth, and the calendar. SEE TABLE 3.

11. Volunteer Center. Only 38 percent of the students are aware of the Volunteer Center and 8 percent have participated as a volunteer. Off-campus students and upperclassmen were more aware of the Center's existence. Of the freshmen surveyed, none had participated as a volunteer, and the percentage of women volunteers was larger than that of men.

12. Radio Station. Of the five stations listed WQDR-FM was clearly the most popular, with 68 percent of the students listing it as the station they listen to most often. WKIX-AM was second with 24 percent indicating it as their first listening choice. The three other stations WKNC-FM (the campus station), WPTF-AM, WDNC-AM, polled 5 percent, 2 percent, and 2 percent respectively. WKIX was more popular to women, while WQDR-FM was more popular to men. SEE TABLE 3.

13. Newspaper Readership (off-campus). The News & Observer was read regularly by 77 percent of the students, while 29 percent said they read the Raleigh Times regularly. Freshmen tended to read both newspapers less than upperclassmen. SEE TABLE 3.

14. Record Album Purchases. Although 24 percent of the students polled had not purchased a record album since September 1, 1977, the remaining 76 percent purchased a substantial number. Interestingly, more than 20 percent of the students purchased 9 or more records since September 1, 1977. Almost half of those polled purchased 4 or more albums. The pattern did not vary substantially between the groups analysed; however, fewer freshmen than upperclassmen indicated no record purchased, but those freshmen who did buy albums bought less than upperclassmen. SEE TABLE 3.

15. Popular Record Artists. The ranking for popularity was determined by the number of students who designated the artist in any of the choice categories—1st. through 5th. Students ranked the Eagles as their first choice. Elton John and Chicago were rated second and third respectively. SEE TABLE 3.

TABLE 1
FOOD SERVICE EVALUATION

	BY SEX		BY CLASS				BY RESIDENCE						
	Male	Female	Fresh	Soph	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	TOTAL
Snack Bar (Annex)													
Good	56%	72%	62%	62%	62%	59%	67%	52%	33%	66%	69%	59%	60%
Fair	39	28	38	38	35	34	33	48	34	34	28	37	36
Poor	5	0	0	0	3	7	0	0	33	0	3	4	4
N =	162	61	26	52	63	83	15	23	6	32	29	117	223
% Do not use	16	15					0	18	14	16	19	14	15
(Student)													
Snack Bar (Center)													
Good	66%	74%	75%	75%	70%	61%	85%	61%	71%	77%	83%	62%	68%
Fair	30	26	25	23	30	33	15	36	29	23	14	35	29
Poor	4	0	0	2	0	6	0	3	0	0	3	3	3
N =	169	58	28	52	61	87	13	28	7	31	29	118	227
% Do not use	13	19	10	15	16	14	13	0	0	16	22	14	14
Deli													
Good	72%	87%	76%	92%	59%	79%	60%	80%	100%	83%	79%	73%	76%
Fair	23	13	19	6	41	15	30	20	0	13	17	23	20
Poor	5	0	5	2	0	6	10	0	0	4	4	4	4
N =	123	40	21	36	41	66	10	20	4	23	24	81	163
% Do not use	36	45	32	41	44	35	33	26	43	40	35	41	39

TABLE 1 (continued)

FOOD SERVICE EVALUATION

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh.	Soph.	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	
<u>Ice Cream Bar</u>													
Good	87%	89%	86%	92%	82%	89%	71%	96%	100%	86%	90%	87%	87%
Fair	9	11	14	6	17	6	29	4	0	14	10	8	10
Poor	4	0	0	2	1	5	0	0	0	0	0	5	3
N =	159	55	22	52	60	82	14	25	7	28	29	113	214
% Do not use	7	11	29	16	19	19	7	11	0	26	24	18	20
<u>Walnut Room</u>													
Good	75%	56%	82%	69%	58%	75%	67%	56%	67%	69%	80%	72%	71%
Fair	23	28	18	31	35	16	0	38	33	23	20	23	24
Poor	2	16	0	0	7	9	33	6	0	8	0	5	5
N =	87	25	11	26	31	44	3	16	3	13	15	61	112
% Do not use	55	65	65	58	57	56	80	43	57	65	59	56	58
<u>Buffeteria</u>													
Good	54%	67%	79%	55%	46%	61%	57%	38%	43%	61%	69%	58%	57%
Fair	34	23	14	33	49	20	29	37	43	39	31	24	31
Poor	12	10	7	12	5	19	14	25	14	0	0	14	12
N =	97	30	14	33	39	41	7	16	7	18	13	65	127
% Do not use	50	58	55	46	46	60	53	41	0	51	65	53	53

TABLE 1 (continued)
FOOD SERVICE EVALUATION

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh	Soph	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	
Vending Area													
Good	48%	43%	48%	44%	44%	53%	62%	29%	67%	43%	73%	44%	48%
Fair	44	50	52	47	53	36	38	64	33	48	27	47	45
Poor	7	7	0	9	3	11	0	7	0	9	0	9	7
N =	115	30	21	34	34	55	8	14	3	23	15	81	145
% Do not use	41	59	32	44	53	46	47	48	57	39	59	41	46

TABLE 2
CULTURAL PROGRAMS
Percent Who Attended

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh.	Soph.	Jr.	Sr.	Frat. House	Res. Hall	Kings Village	Off- Campus Parents	Off- Campus Spouse	Off- Campus Other	
<u>Friends of the College</u>													
NC Folk Festival	8%	12%	8%	8%	9%	11%	10%	10%	0%	0%	6%	11%	9%
Orchestre de Paris	3	12	0	5	7	7	20	2	0	7	6	5	5
Naughty Marietta	1	5	0	3	4	0	0	2	0	7	6	0	2
<u>Black Social/Cult. Events</u>													
Black Art Exhibit in Cult. Ctr.	1%	2%	7%	0%	0%	0%	0%	4%	0%	0%	0%	0%	1%
South African Symposium	0	0	0	0	0	0	0	0	0	0	0	0	0
Black Student Picnic	0	5	4	3	0	0	0	4	0	0	0	0	1
Pan-African Festival	0	7	4	5	0	0	0	6	0	0	0	0	2
<u>Internat. Social/Cult. Events</u>													
International Festival	4%	2%	0%	3%	2%	7%	11%	0%	33%	7%	0%	3%	3%
International Picnic	2	2	4	3	0	2	0	2	0	0	0	3	2
Rendezvous	0	0	0	0	0	0	0	0	0	0	0	0	0
Internat. Lecture (Arab)	0	0	0	0	0	0	0	0	0	0	0	0	0
<u>Lectures</u>													
Julian Bond	4%	5%	4%	0%	4%	9%	0%	2%	0%	0%	6%	8%	4%
Ralph Nader	22	10	19	25	16	15	20	18	0	14	19	20	18
William Kuntsler	3	0	0	3	2	4	0	2	0	0	0	5	3
<u>Pop/Rock Concerts</u>													
Leon Russell	19%	14%	8%	20%	20%	20%	20%	16%	0%	7%	25%	20%	18%
Jimmy Buffett	14	15	12	20	14	11	50	8	0	8	0	18	14
Doc Watson	12	17	4	20	9	17	10	8	33	15	0	20	13
John Prine	6	10	4	15	0	9	0	4	0	8	6	11	7
<u>Jazz Concerts</u>													
Bobbi Humphrey	4%	2%	0%	5%	2%	7%	0%	0%	0%	7%	0%	8%	4%
Freddie Hubbard	5	2	0	5	2	9	0	0	0	7	0	9	4
Stanley Turrentine	6	2	4	5	2	9	0	2	0	7	0	9	5
Tim Weisberg	10	12	0	18	7	15	30	4	0	7	6	15	11

N = 20

115 42 26 40 45 46 10 49 3 14 16 65 157

TABLE 2 (continued)
CULTURAL PROGRAMS

Percent Who Attended

	BY SEX		BY CLASS				BY RESIDENCE						
	Male	Female	Fresh.	Soph.	Jr.	Sr.	Frat. House	Res. Hall	Kings Village	Off- Campus Parents	Off- Campus Spouse	Off- Campus Other	TOTAL
<u>Musical Series (Memorial Auditorium)</u>													
A Little Night Music	2%	5%	0%	5%	2%	2%	0%	2%	0%	0%	0%	5%	3%
Don't Bother Me, I can't Cope	4	7	0	8	7	2	0	4	0	0	0	8	5
Absurd Person Singular	3	5	0	5	2	4	0	2	0	0	0	6	3
Shenandoah	3	2	0	8	2	0	0	4	0	0	0	3	3
<u>Theatre Series (Stewart Theatre)</u>													
Equus	4%	3%	4%	0%	5%	4%	0%	2%	25%	0%	0%	5%	3%
The Taming of the Shrew	2	0	0	0	0	4	0	0	0	0	0	3	1
Oedipus	4	0	4	3	5	0	0	2	0	0	0	5	3
<u>Dance Series</u>													
Betty Jones' Dances We Dance	0%	2%	0%	0%	0%	2%	0%	0%	0%	0%	0%	2%	1%
NC Dance Theatre	1	2	0	3	0	2	0	0	0	0	0	3	1
<u>Chamber Music</u>													
Guarneri String Quartet	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Durham Chamber Players	1	2	0	3	2	0	0	0	0	0	6	2	1
Hillyer/Lucarelli/Hrynkiw Trio	2	0	0	0	0	4	11	0	0	0	0	2	1
Dog Day Delight (outside Univer. Student Ctr.)	11	2	16	10	7	4	0	8	0	0	0	14	8
N =	113	41	25	40	44	45	9	49	3	14	16	63	154

TABLE (continued)
CULTURAL PROGRAMS

Percent Who Attended

	BY SEX		BY CLASS				BY RESIDENCE						
	Male	Female	Fresh.	Soph.	Jr.	Sr.	Frat. House	Res. Hall	Kings Village	Off- Campus Parents	Off- Campus Spouse	Off- Campus Other	TOTAL
<u>Weekend Films</u>	54%	60%	65%	68%	46%	48%	80%	74%	100%	13%	38%	48%	55%
N =	119	42	26	41	46	48	10	50	4	15	16	66	161
How often did you attend?													
1 - 3 times	63%	65%	73%	54%	65%	68%	62%	58%	33%	100%	71%	70%	64%
4 - 6 times	30	31	27	31	30	32	38	33	67	0	29	23	30
More	7	4	0	15	5	0	0	9	0	0	0	7	6
N =	57	26	15	26	20	22	8	33	3	2	7	30	83
<u>Sight and Sound Films</u>	15%	10%	12%	15%	11%	15%	10%	12%	50%	7%	0%	17%	13%
N =	117	42	26	41	46	46	10	50	4	15	16	64	159
How often did you attend?													
1 - 3 times	78%	100%	100%	56%	100%	100%	100%	88%	100%	100%	0%	75%	83%
4 - 6 times	17	0	0	33	0	0	0	12	0	0	0	17	13
More	5	0	0	11	0	0	0	0	0	0	0	8	4
N =	18	6	3	9	3	9	1	8	2	1	0	12	24
<u>Art Exhibitions</u>	29%	36%	15%	23%	39%	38%	30%	22%	50%	33%	25%	37%	31%
N =	117	42	26	40	46	47	10	49	4	15	16	65	159
How often did you attend?													
1 time	67%	53%	100%	75%	57%	50%	67%	92%	50%	0%	75%	52%	62%
2 times	17	33	0	0	29	13	33	8	50	33	25	24	22
3 times	16	14	0	25	14	17	0	0	0	67	0	24	16
N =	30	15	5	8	14	18	3	12	2	3	4	21	45

TABLE 2 (continued)
CULTURAL PROGRAMS
Percent Who Attended

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh.	Soph.	Jr.	Sr.	Frat. House	Res. Hall	Kings Village	Off- Campus Parents	Off- Campus Spouse	Off- Campus Other	
<u>Thompson Theatre Production</u>	11%	17%	4%	20%	11%	13%	30%	8%	0%	0%	13%	17%	13%
N =	117	42	26	40	46	47	10	49	4	15	16	65	159
How often did you attend?													
1 time	75%	100%	100%	100%	60%	67%	100%	100%	0%	0%	50%	75%	83%
2 times	25	0	0	0	40	33	0	0	0	0	50	25	17
N =	16	7	3	9	5	6	3	6	0	0	2	12	23
<u>Music Dept. Concert</u>	10%	29%	15%	20%	15%	11%	20%	27%	25%	7%	13%	8%	15%
N =	117	42	26	40	46	47	10	49	4	15	16	65	159
How often did you attend?													
1 time	86%	50%	83%	67%	50%	80%	100%	72%	100%	0%	0%	72%	70%
2 times	14	17	17	11	17	20	0	14	0	0	50	14	15
More	0	33	0	22	33	0	0	14	0	0	50	14	15
N =	14	12	6	9	6	5	2	14	1	0	2	7	26

TABLE 3
OTHER SERVICES

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh	Soph	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	
How often have you used the games room (Billard Room) in the University Student Center or Annex?													
Never	30%	61%	22%	35%	41%	43%	60%	39%	14%	32%	68%	30%	39%
Seldom	49	31	53	27	47	52	40	50	72	34	22	52	44
Often	21	8	25	38	12	5	0	11	14	34	10	18	17
N =	197	75	32	63	75	102	15	28	7	38	40	140	272
Evaluate the games room													
Good	53%	59%	79%	48%	47%	55%	33%	64%	20%	43%	59%	58%	54%
Fair	42	41	21	48	49	41	56	32	80	57	41	37	42
Poor	5	0	0	4	4	4	11	4	0	0	0	5	4
N =	153	37	28	44	51	66	9	22	5	28	17	106	190

TABLE 3 (continued)
OTHER SERVICES

	BY SEX		BY CLASS				BY RESIDENCE						
	Male	Female	Fresh	Soph	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	TOTAL
<u>Reading Lounge</u>													
Good	71%	64%	75%	74%	74%	59%	75%	60%	80%	50%	73%	75%	69%
Fair	26	32	25	26	19	35	13	40	0	50	20	24	27
Poor	3	4	0	0	7	6	12	0	20	0	7	2	4
N =	85	22	12	27	31	37	8	10	5	18	15	51	107
% Do not use	56	70	60	56	58	63	47	64	29	53	59	63	60
<u>Information Center</u>													
Good	83%	89%	96%	91%	79%	79%	67%	91%	100%	85%	79%	85%	84%
Fair	16	11	4	7	21	19	33	9	0	15	21	13	15
Poor	1	0	0	2	0	2	0	0	0	0	0	2	1
N =	155	44	24	46	53	77	12	22	5	26	29	106	199
% Do not use	19	39	20	26	26	23	20	21	29	32	22	21	24
<u>Meeting Rooms</u>													
Good	62%	71%	62%	73%	60%	64%	62%	100%	100%	62%	73%	58%	64%
Fair	36	29	38	27	40	33	38	0	0	38	27	40	35
Poor	2	0	0	0	0	3	0	0	0	0	0	2	1
N =	69	14	8	15	25	36	8	5	2	13	11	45	83
% Do not use	63	81	72	75	65	64	38	81	71	66	70	67	68
<u>TV Area & Newstand</u>													
Good	64%	74%	62%	61%	67%	71%	38%	62%	75%	54%	69%	72%	66%
Fair	32	26	38	36	31	24	62	38	25	46	25	24	31
Poor	4	0	0	3	2	5	0	0	0	0	6	4	3
N =	126	34	21	36	45	58	8	16	4	24	16	92	160
% Do not use	34	53	30	40	38	41	43	41	43	35	57	32	39

TABLE 3 (continued)

OTHER SERVICES

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh	Soph	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	
Craft Center													
Good	68%	62%	67%	89%	67%	57%	100%	80%	100%	67%	60%	59%	67%
Fair	26	38	33	11	22	38	0	20	0	33	40	32	28
Poor	6	0	0	0	11	5	0	0	0	0	0	9	5
N =	34	8	3	9	9	21	3	5	1	6	5	22	42
% Do not use	81	89	89	85	86	77	79	81	86	83	86	82	83
Green Sheet (Activities Calendar)													
Good	82%	78%	91%	79%	81%	78%	70%	92%	100%	71%	70%	82%	81%
Fair	18	22	9	21	17	22	30	8	0	29	30	17	19
Poor	0	0	0	0	2	0	0	0	0	0	0	1	0
N =	147	50	23	42	57	76	10	25	6	28	23	105	197
% Do not use	23	26	26	28	21	22	33	11	14	22	32	23	24
University Student Center (Monthly Calendar)													
Good	84%	84%	95%	90%	86%	75%	90%	78%	83%	86%	67%	88%	84%
Fair	14	16	5	8	14	23	10	22	17	10	33	11	15
Poor	2	0	0	2	0	2	0	0	0	5	0	1	1
N =	128	38	22	39	44	60	10	18	6	21	18	91	166
% Do not use	33	45	29	34	38	39	29	33	14	43	47	34	36
Film Institute Newsletter													
Good	71%	94%	85%	71%	72%	74%	57%	83%	100%	67%	60%	79%	76%
Fair	26	6	15	29	24	22	29	17	0	33	40	19	22
Poor	3	0	0	0	4	4	14	0	0	0	0	2	2
N =	66	16	13	17	25	27	7	12	1	15	5	42	82
% Do not use	65	77	58	71	64	72	53	56	86	59	85	69	68

TABLE 3 (continued)
OTHER SERVICES

Do you find the University Student Center Employees-Helpful?

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh	Soph	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	
<u>Helpful</u>													
Yes	93%	95%	97%	93%	95%	92%	87%	93%	86%	97%	97%	94%	74%
No	7	5	3	7	5	8	13	7	14	3	3	6	26
N =	182	65	30	58	66	93	15	28	7	35	30	130	247

Do you find the University Student Center Employees-Courteous?

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh	Soph	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	
<u>Courteous</u>													
Yes	86%	93%	90%	88%	87%	88%	80%	75%	86%	91%	94%	89%	73%
No	14	7	10	12	13	12	20	25	14	9	6	11	27
N =	184	67	30	58	68	95	15	28	7	35	33	131	251

TABLE 3 (continued)

OTHER SERVICES

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh	Soph	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	
From which of the following do you get most of your information about Student Center Programs													
<u>1st. choice</u>													
Posters	9%	6%	17%	7%	9%	5%	22%	11%	0%	8%	3%	8%	8%
Technician	56	56	41	65	55	56	43	48	86	68	58	52	56
Word-of-mouth	12	14	14	7	17	12	7	8	0	16	15	13	12
Radio	2	0	3	0	0	1	0	0	0	0	0	2	1
Calendar	5	9	10	7	4	5	7	11	0	3	3	8	6
Green Sheet	16	15	14	14	15	21	21	22	14	5	21	17	16
N -	183	65	29	57	69	93	14	27	7	37	33	128	248
<u>2nd. choice</u>													
Posters	21%	30%	21%	24%	35%	15%	23%	11%	29%	22%	37%	22%	23%
Technician	21	17	14	13	23	23	8	11	0	19	21	25	20
Word-of-mouth	20	13	27	25	14	12	23	22	14	22	3	19	18
Radio	4	6	0	5	3	8	15	4	0	3	9	4	5
Calendar	21	20	24	18	13	28	31	19	43	14	27	18	20
Green Sheet	13	14	14	15	12	14	0	33	14	20	3	12	14
N -	180	64	29	55	69	91	13	27	7	36	34	126	244

TABLE 3 (continued)

OTHER SERVICES

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh	Soph	Junior	Senior	Frat. House	Res. Hall	Kings Village	Off-Campus Parents	Off-Campus Spouse	Off-Campus Other	
Are you aware of the Volunteer Center in the University Student Center?													
Yes	38%	39%	13%	38%	37%	47%	20%	18%	57%	39%	49%	40%	38%
No	62	61	87	62	63	53	80	82	43	61	51	60	62
N =	190	72	30	60	73	99	15	28	7	38	37	134	262
Have you participated as a volunteer?													
Yes	5%	14%	0%	5%	10%	9%	13%	7%	0%	11%	8%	7%	8%
No	95	86	100	95	90	91	87	93	100	89	92	93	92
N =	189	72	29	60	73	99	15	28	7	37	37	133	261

OTHER SERVICES

Which Of The Following Radio Stations Do You Listen To The Most?

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh.	Soph.	Jr.	Sr.	Frat. House	Res. Hall	Kings Village	Off- Campus Parents	Off- Campus Spouse	Off- Campus Other	
WQDR FM	71%	58%	70%	64%	74%	64%	100%	63%	50%	54%	55%	71%	68%
WKNC FM	4	6	4	3	6	5	0	7	0	0	0	5	5
WKIX AM	20	36	26	27	17	26	0	27	0	38	36	22	24
WPTF AM	2	0	0	6	0	0	0	2	0	8	0	0	2
WDNC AM	3	0	0	0	3	5	0	0	50	0	9	2	2
N =	97	36	23	33	35	42	10	41	2	13	11	56	133

Percent Who Read The Following Newspapers Regularly

News and Observer	80%	71%	52%	76%	80%	89%	89%	65%	100%	87%	88%	79%	77%
Raleigh Times	31	23	17	32	23	38	11	17	67	73	36	26	29
Four Seasons	18	8	22	26	5	12	0	17	33	13	0	18	15
Durham Herald	2	5	4	3	2	2	0	4	0	0	14	0	3
New York Times	10	3	4	16	9	2	11	4	0	7	29	7	8
N =	107	40	23	38	43	43	9	46	3	15	14	60	147

TABLE 3 (continued)

OTHER SERVICES

How Many Record Albums Have You Purchased Since September 1, 1976?

	BY SEX		BY CLASS				BY RESIDENCE						TOTAL
	Male	Female	Fresh.	Soph.	Jr.	Sr.	Frat. House	Res. Hall	Kings Village	Off- Campus Parents	Off- Campus Spouse	Off- Campus Other	
0	25%	20%	8%	22%	29%	28%	40%	22%	0%	33%	31%	19%	24%
1	9	5	13	6	7	9	0	9	0	0	13	10	8
2	13	20	21	11	18	11	0	13	67	7	13	18	14
3	6	10	13	3	7	9	0	11	33	0	6	6	7
4	7	10	8	11	7	6	10	4	0	20	6	8	8
5	9	8	13	6	9	9	10	13	0	7	0	8	9
6	4	3	4	3	2	6	0	4	0	0	0	6	4
7	4	0	4	8	0	2	20	0	0	7	6	2	3
8	2	8	8	3	2	2	0	11	0	0	0	0	3
9	1	3	0	0	4	0	0	4	0	0	0	0	2
10	10	7	0	17	7	11	10	4	0	13	12	11	9
11 or more	9	7	8	11	9	8	10	4	0	13	12	11	9
N =	112	40	24	36	45	47	10	46	3	15	16	62	152

TABLE 3 (continued)

OTHER SERVICES

Popularity Of Selected Recording Artists

1. The Eagles	61% *
2. Elton John	43
3. Chicago	42
4. Linda Ronstadt	38
5. Peter Frampton	36
6. Boz Scaggs	33
7. Stevie Wonder	28
8. The Beach Boys	27
9. Aerosmith	23
10. Earth Wind & Fire	18
11. K. C. & The Sunshine Band	17
12. Blue Oyster Cult	17
13. Captain & Tennille	14
14. George Benson	8
15. Firefall	8
16. Willie Nelson	7
17. Little Feat	6
18. Weather Report	6
19. Herbie Hancock	5
20. Beverly Sills	1
21. Dolly Parton	1
22. Eugene Fodor	1
23. The Crusaders	1

Artist ranking was based on the percentage of students who selected the artist as a favorite--in any of the five choices available.

Appendix 1

UNIVERSITY STUDENT CENTER SURVEY 1976-77

You have been selected at random to contribute to student evaluation of the University Student Center. The information obtained from this survey will be used by the University Student Center staff to evaluate and improve the University Student Center

Please read each question carefully and mark your answer on this sheet. Place your completed survey in the specially marked box on the Coliseum Floor before completing registration.

THIS SURVEY IS ANONYMOUS. DO NOT WRITE YOUR NAME OR OTHERWISE IDENTIFY YOURSELF.

GENERAL INFORMATION: Answer questions by placing appropriate number on line next to question.

- A. Sex
1. Male
2. Female

- B. Classification
1. Freshman
2. Sophomore
3. Junior
4. Senior

- C. School:
1. Ag. & L.S.
2. Design
3. Education
4. Engineering
5. Forestry
6. Liberal Arts
7. P.A.H.S.
8. Textiles
9. Ag. Institute

- D. Residence:
1. Fraternity House
2. Residence Hall
3. McKimmon Village
4. Off-campus, Parents
5. Off-campus, Spouse
6. Off-campus, Other

- E. Race
1. Black
2. White
3. Other

- F. How often have you used the Games Room (Billiard Room) in the University Student Center or Annex? Place number on line using the following key:
1 = Never, 2 = Seldom, 3 = Often

- G. Please evaluate the Games Room: Key 1 = Good, 2 = Fair, 3 = Poor

- H. What improvement would you like to see? _____

- I. Evaluate each area below using the following key: 1 = Do not use, 2 = Good, 3 = Fair, 4 = Poor

____ Snack Bar (Annex)

What do you like best about Food Service? _____

____ Snack Bar (Student Center)

____ Deli

What do you like least? _____

____ Ice Cream Bar

____ Walnut Room

____ Buffeteria

____ Vending Area

____ Reading Lounge: Suggestions for improvement _____

____ Information Center: Suggestions for improvement _____

____ Meeting Rooms: Suggestions for improvement _____

____ TV Area & Newsstand: Suggestions for improvement _____

____ University Student Center Craft Center located in basement of Frank Thompson Building.
Which areas did you use _____

What craft activity would you like to see started? _____

- J. Are you aware of the Volunteer Center in the University Student Center that enable students with spare time to volunteer to help others in the community?
Use the following key: 1 = Yes, 2 = No

____ Have you participated as a volunteer? 1 = Yes, 2 = No

K. Evaluate the following: Key 1=Did not use, 2=Good, 3=Fair, 4=Poor

- ___ "Green Sheet" (Activities Calendar)
- ___ University Student Center Monthly Calendar
- ___ Film Institute Newsletter

L. Rank the following according to how you get most of your information about University Student Center Programs?
Place number in the lines below.

- | | |
|-----------------|------------------|
| ___ 1st. Choice | 1. Posters |
| ___ 2nd. Choice | 2. Technician |
| ___ 3rd. Choice | 3. Word-of-mouth |
| ___ 4th. Choice | 4. Radio |
| ___ 5th. Choice | 5. Calendar |
| ___ 6th. Choice | 6. Green Sheet |

M. Do you find the University Student Center Employees: Key 1=Yes, 2=No

- ___ Courteous If "no" which area _____
- ___ Helpful If "no" which area _____

N. What additional facilities or services should the University Student Center provide? _____

STUDENT EMPLOYMENT SURVEY

Place number on line beside question.

- | | |
|--|---------------------------------------|
| ___ A. Marital Status | ___ B. Enrollment Status in Fall 1976 |
| 1. Single | Semester |
| 2. Married | 1. Full-time |
| 3. Separated or Divorced | 2. Part-time |
| ___ C. During the 1976 Fall Semester were you employed while attending NCSU? | |
| Use the following key: | |
| 1. Yes - employed on-campus as work-study student (through Financial Aid). | |
| 2. Yes - employed on-campus (not work study). | |
| 3. Yes - employed off-campus. | |
| 4. Not employed. | |
| ___ D. If you were employed, approximately what was the average number of hours you worked per week? | |
| Key: 1. Less than 10 | |
| 2. 10 - 19 hours | |
| 3. 20 - 29 hours | |
| 4. 30 - 39 hours | |
| 5. 40 or more | |
| ___ E. If you were not employed, did you <u>actively</u> seek employment? | |
| 1. Yes - sought work on-campus only. | |
| 2. Yes - sought work off-campus only. | |
| 3. Yes - sought work on campus and off campus. | |
| 4. No - did not seek employment. | |
| ___ F. If you were employed during the Fall 1976 Semester, was your job related to your career goals. Key : 1 = Closely related, 2 = Slightly related, 3 = Not related | |
| ___ G. If you were employed, which of the following did you gain information about your job. | |
| 1. Faculty Member | |
| 2. Friend or Relative | |
| 3. Financial Aid Office including Peele Hall Bulletin Board | |
| 4. News Paper | |
| 5. Other Campus Source - Specify _____ | |

Thank you.

UNIVERSITY STUDENT CENTER SURVEY 1976-77

You have been selected at random to contribute to student evaluation of the University Student Center. The information obtained from this survey will be used by the University Student Center staff to evaluate and improve the University Student Center.

Please read each question carefully and mark your answer on this sheet. Place your completed survey in the specially marked box on the Coliseum Floor before completing registration.

THIS SURVEY IS ANONYMOUS. DO NOT WRITE YOUR NAME OR OTHERWISE IDENTIFY YOURSELF.

GENERAL INFORMATION: Place appropriate number on line next to question.

_____ A. Sex: 1. Male 2. Female	_____ B. Classification: 1. Freshman 2. Sophomore 3. Junior 4. Senior
_____ C. School: 1. Ag & L.S. 2. Design 3. Education 4. Engineering 5. Forestry 6. Liberal Arts 7. P.A.M.S. 8. Textiles 9. Ag. Institute	_____ D. Residence: 1. Fraternity House 2. Residence Hall 3. McKimmon Village 4. Off-campus, Parents 5. Off-campus, Spouse 6. Off-campus, Other
_____ E. Race: 1. White 2. Black 3. Other	
F. During the 1976 Fall Semester have you attended any of the following programs? Place a '1' for Yes or 2 for No on the line next to each activity.	
_____ Weekend Films (Stewart Theatre) _____ Sight & Sound Films (Erdahl-Cloyd Theatre) _____ Art Exhibitions (Stud. Ctr.) _____ Thompson Theatre Production _____ Music Dept. Concert	How often? 1-3 _____ 4-6 _____ More _____ How often? 1-3 _____ 4-6 _____ More _____ How often? 1 _____ 2 _____ 3 _____ How often? 1 _____ 2 _____ 3 _____ How often? 1 _____ 2 _____ More _____
_____ Friends of the College: _____ N. C. Folk Festival _____ Orchestre de Paris _____ Naughty Marietta	
_____ Black Social/Cult. Events: _____ Black Art Exhibit in Cult. Ctr. _____ South African Symposium _____ Black Student Picnic _____ Pan-African Festival	
_____ Internat. Social/Cult. Events: _____ International Festival _____ International Picnic _____ Rendezvous _____ Internat. Lecture (Arab)	
_____ Lectures: _____ Julian Bond _____ Ralph Nader _____ William Kuntzler	
_____ Pop/Rock Concerts: _____ Leon Russell _____ Jimmy Buffett _____ Doc Watson _____ John Prine	
_____ Jazz Concerts: _____ Bobbi Humphrey _____ Freddie Hubbard _____ Stanley Turrentine _____ Tim Weisberg	
_____ Stewart Theatre: _____ Musical Series (Memorial Auditorium) _____ A Little Night Music _____ Don't Bother Me, I Can't Cope _____ Absurd Person Singular _____ Shenandoah	
_____ Theatre Series (Stewart Theatre) _____ Equus _____ The Taming of the Shrew _____ Oedipus	
_____ Dance Series: _____ Betty Jones' Dances We Dance _____ N. C. Dance Theatre	
_____ Chamber Music: _____ Guarneri String Quartet _____ Durham Chamber Players _____ Hillyer/Lucarelli/Hrynkyv Trio _____ Dog Day Delight (outside U. Student Center)	

_____ G. How many record albums have you purchased since September 1, 1976. Place number on line.

_____ H. Which of the following radio stations do you listen to most?

1. WQDR FM
2. WKNC FM
3. WKIX AM
4. WPTF AM
5. WDNC AM

I. Do you read any of the following newspapers regularly. Use the Following key: 1 - Yes, 2 - No

- _____ News and Observer
_____ Raleigh Times
_____ Four Seasons
_____ Durham Herald
_____ New York Times

J. From the selection below rank your five favorite recording artists, if you have purchased their albums. Place the appropriate number in the following five spaces.

- _____ 1st. Choice
_____ 2nd. Choice
_____ 3rd. Choice
_____ 4th. Choice
_____ 5th. Choice

1. Peter Frampton
2. Weather Report
3. Aerosmith
4. The Beach Boys
5. FireFall
6. Dolly Parton
7. George Benson
8. Eugene Fodor
9. K.C. & The Sunshine Band
10. Linda Ronstadt
11. Little Feat
12. The Crusaders

13. Blue Oyster Cult
14. Beverly Sills
15. The Eagles
16. Herbie Hancock
17. Chicago
18. Stevie Wonder
19. Elton John
20. Willie Nelson
21. Boz Scaggs
22. Earth Wind & Fire
23. Captain & Tennille